K-LOVE is a large part of the local community. It is a positive and encouraging alternative to most other music stations. Even more than being a Christian radio station, they play songs that are fresh, encouraging and completely devoid of negative or disparaging lyrics.

If K-LOVE were to be displaced by LPFM broadcaster, there would be a large void in local communities all over the country, where this is the only source of music that is clean for entire families to listen to without parents worrying about lyrics or what might be said that their children should not hear.